



The Girl Was Uncommonly Attractive.

ARCHIBALD'S AGATHA

By EDITH HUNTINGTON MASON
AUTHOR OF "THE REAL AGATHA"

SYNOPSIS.

Archibald Terhune, a popular young bachelor of London, is suddenly aroused from the aimless and indolent life he leads, by the startling news from the law firm of Barnes, Wilkings & Son, that he is the heir to a sheep farm in Australia, bringing in an income of \$30,000 a year. The bequest comes from an aunt, Mrs. Georgiana James of Essex. She makes him her heir on condition that he marry within ten days or forfeit the legacy to a third cousin living in America. The story opens at Castle Wyckoff, where Lord Vincent and his wife, staunch friends of Terhune, are discussing plans to find Terhune, a wife within the allotted time. It seems that Lady Vincent is one of seven persons named Agatha, all of whom have been close childhood chums. She decides to invite two of them to a party at the castle and have Archie there as one of the guests.

CHAPTER II.—Continued.

"Why, that would spoil the whole thing," she said. "Agatha Sixth would suspect a plot at once, and as inevitably balk. Match-making, to be successful, must be conducted absolutely without appearing to be conducted."

"Then we can telegraph Terhune to come up at once?" I said, gazing at her admiringly. She is so wise for one so young.

"Yes, and the two Agathas as well. Luckily for the success of our plans they are already in England. They came over to visit Agatha Chiltern in the next county a month ago and have been staying there ever since. That's what made me think of the plan, really."

"Huzza!" I cried. "The gods favor us! You must telegraph Agatha Chiltern this moment. She's such a brick. I know she'll let us have her guests without a murmur even at such short notice!"

"O, yes," said Dearest, "they were coming to visit me next week, anyway."

Mrs. Chiltern, by the way, had been one of the Agathas who were my wife's companions when she had been playing the part of Miss Marsh, the secretary, not very long ago. Agatha Fourth was, in fact, to give her the numerical title which Terhune and I had used to distinguish the Agathas at that time. She had recently married one Cecil Chiltern, a former guest of Castle Wyckoff before the advent of Arch and myself, and as his estate was only 30 miles or so from Castle Wyckoff, we found ourselves neighbors, as it were. It was for this reason, because of Mrs. Chiltern's invitation to visit her, that the two Agathas we wanted to assist us in our scheme for enabling Terhune to inherit his aunt's property chanced to be so close at hand.

We had hardly reached this satisfactory conclusion in regard to our plans, when a station cab turned in at the avenue and whirling up under the beeches that lined the road, presently deposited a passenger under the portico of the carriage entrance to the castle.

"Hullo!" I cried, "a visitor!" Then "another instant, 'By Jove! If it isn't old Terhune himself!" as a middle-aged, very well-dressed man, after a moment of hesitation, sighted us under the trees and hurried over the lawn toward us.

"Look at the old boy, Dearest!" I said as Arch came up out of breath. "Look at him, will you? Right off the row, as usual! Frock coat, pearl gray, top hat, all complete. Ah, Archibald! Will you never cease to thrill?"

Since my marriage I may say, Arch and I have rather changed places. It used to be he who was always re-buking me; now it's just the other way. So much for the dignities of life as a Benedict!

"My dear fellow," smiled my friend, "what would you have me wear? Knickerbockers and an old shooting coat?" eying my own careless attire rather pointedly. "Ah, Lady Vincent!" turning to my wife, "dear Mrs. Wil-

son, that he was somewhat sobered by the swiftness with which the plot had begun to thicken about him.

After dinner we had a little music and I had a bit of laugh all to myself as I watched the feverish attentions which Arch was paying Agatha Sixth, who was at the piano. The girl was uncommonly attractive and that's a fact in a sort of hand-painted, miniature kind of way. She wore a most becoming gown of cream color, and her fine profile showed to advantage against the black of Terhune's coat as he stood beside her.

Nevertheless I couldn't help letting my eyes wander to my wife who sat across the room from me, delicate as a flower, supple as a young tree and wholly sweet. Her hair, which curled to distraction about her long white neck, made a gorgeous halo about her head.

It was a pleasant moment, that after dinner interlude, as I looked around me at my wife and my guests, the fine old room with its golden-toned piano and the soft glow of many lamps. But as I looked and sighed with content, I suddenly missed the fifth member of our party—Agatha First. She was not in the room. In a case of odd numbers it is easy not to notice the absence of the odd one. Poor Agatha First was undoubtedly that unlovely individual, having no man to pair off with, though Dearest and I had tried our best not to let her feel this deficiency.

However, gone she was from our midst, that was certain enough, and I was just about to wonder aloud as to her disappearance when the door from the hall opened and in she walked.

"Don't let's stay indoors," she entered in her breezy American voice, "it's so lovely outside! The moon's just coming up!" And she strode vigorously across the room toward the glass doors that opened upon the lawn. As she paused at the threshold with a little commanding gesture toward the terrace I couldn't help thinking that my wife's friends were both of them uncommonly handsome girls. She was so superbly healthy, with such a color in her cheeks, such a snap to her eyes.

I caught Terhune glancing irresolutely from the girl at the piano to the girl at the door.

"Let me open it for you," he offered at last, going to her and throwing wide the long windows. And the rest of us, Agatha Sixth after him and Dearest and myself last, followed them out, my wife and I exchanging looks of more or less significance as we did so. As well as I could read it, her look expressed a slight apprehension. Mine I meant to indicate amusement. Terhune is such a conceited old chap, a wink or a nod from one of the other sex is enough to upset him, and he changes his allegiance as easily as he changes his coat. It would be just like him, after all we had gone upstairs, prophesying about Terhune in connection with the fair sex, is about as much worth while as guessing which way the wind will blow.

It was on an afternoon a day or so later when Dearest and I were discussing Terhune's chances of winning Agatha Sixth, before the expiration of the ten important days stipulated upon by his Aunt Georgy, that I learned an aspect of the case which seemed to me to simplify matters ever while it made them more interesting.

"I can't think he would be foolish enough not to stick to one or the other," said my wife. "Surely he sees that it's impossible to waste any time flitting when he has only ten days—eight days now—in which to win a wife."

We were upstairs and she had come into my room to chat before we dressed for dinner, and had, incidentally, wrapped herself in my blue striped lounging robe in lieu of an evening frock, a costume that I thought quite as becoming as more conventional attire. The turquoise blue of the stripes set off her sparkling hair to the queen's taste, and the rough folds of the hood about her throat made her head and face smaller and more delicate by comparison.

"A week to win a wife!" I laughed. "Sounds like the title of a penny dreadful! And, by Jove! This affair of Terhune's is getting to have as much of a thrill about it! It's the shortness of the time, with what he has at stake, that makes it exciting! Fancy picking a wife in ten days' time!"

"Yes, but of course he has the advantage of having a girl he knows as well as he does Agatha Sixth, to pay court to! It makes a lot of difference, you know, where the girl in the case happens to care for the man in the case!"

"I had been strolling about the room as we talked, hunting up a favorite waistcoat I wanted to wear that night, but at this last remark of my wife's I halted in my stride.

"What did you say, Dearest?" I asked in astonishment. For it was news to me that Agatha Sixth actually cared for Arch. I had only dared hope she would eventually.

"I said that she—Agatha Sixth—cared for Terhune," repeated Dearest, obligingly.

"You don't say so!" I exclaimed, with a long whistle of astonishment.

"Of course!" she answered calmly. "Stupid boy not to have seen it all along!"

"Well, I didn't!" I admitted, "and I don't see how you did either!"

"It was as plain as your classic Vincent nose is beautiful," replied my wife, "and besides, if it wasn't, I would have known, for she told me herself."

"Well, then!" I cried, "doesn't that fix things? What's all this uncertainty about? I should say that Terhune was certain of his aunt's property. Why haven't you told him this long ago, and put the poor old fellow out of his suspense?"

(TO BE CONTINUED.)

Spilled the Evening for Her. "I suppose you had a perfectly lovely time at the dinner party last night?"

"No. Through some mistake they seated me next to my husband."

He's Lit Up, Too.

"Doesn't the town look pretty lit up?"

"Yes, but you ought to see my husband."

Advertising

Talks

PROFIT IN BANK ADVERTISING

Seattle Institution Increased Its Deposits Three Million in Less Than a Year.

In an address before the Dallas (Tex.) Advertising club, recently, S. C. Dobbs, president of the Associated Advertising clubs of America, said, among other things:

"In Seattle there is a certain bank that was 15 years getting its savings deposits up to \$3,000,000. During that period a certain young man had worked up to a position of some authority. He went before the board of directors and suggested advertising. They were duly shocked; in fact, some indignant. Hadn't they been advertising all these years, publishing at stated intervals their financial condition? Hadn't they gotten out booklets showing the front of the building and the burglar-proof vaults? Hadn't they issued calendars and souvenirs, all in strictly dignified way?"

"The young man, however, persisted as well as logical, finally secured an appropriation. They secured the services of a high-class advertising man who was skilled in bank advertising. In ten months the bank increased its savings deposits to \$6,000,000, or, in other words, accomplished under the force of advertising in ten months (and that was during the panic three years ago) what it had taken 15 years to do without advertising. Today they have savings deposits exceeding \$10,000,000."

"In virtually every city in the country one or more papers depending their efforts to the giving of a square deal—publishers who say that no unclear thing can be advertised in their columns—who will not print wildcat land and mining schemes. The standard magazines are even in advance of the daily papers, and are eliminating from their pages every advertisement of a questionable nature. Many of our best publications today stand back of and guarantee the statements in their advertising columns."

"One publication that I know has turned down in the past 18 months approximately \$200,000 worth of business that has been offered because the head of this publication could not recommend the articles advertised to its readers. Isn't your advertisement or mine worth more in the columns of this publication? There are no laws in our statute books that require this rejection on the part of the publisher, but it is the high laws of moral ethics and right dealing that prompts such action."

ENCOURAGE LOCAL PAPER

Merchants Should Co-Operate With It to Advantage of Both, Says Advertising Manager.

"Few merchants and corporations realize the full value of adequate and systematic use of newspapers in advertising their business," declared Ben S. Jacobs, advertising manager for Conrad & Co. of Boston, before the Pilgrim publicity association of that city.

"A local paper ought to be encouraged," said Mr. Jacobs. "It is the most powerful agent of public opinion in the community and the broadest carrier of your own talk about your store. Papers should cater to the advertisers and the merchants should co-operate with the paper to the mutual advantage of both. The newspaper is usually willing to do what it can. A city ought to have civic pride in a clean newspaper with modern type, neatly printed; and if this is so, the advertisements generally pay much better. Get in touch with the newspaper man. He is generally a mighty decent sort of fellow, and he and you should be in business together for mutual profit."

"The public judges your faith in your goods by your publicity," Mahlin's Messenger.

Eternal Advertising. The indispensable necessity of persistently advertising even the best known and best proved commodities may be a poor indication of the constancy and alertness to its own interests of the general public, but it has often been attested and proved true by business men of long standing success and experience. One such assurance Tip that three years' steady advertising was necessary to produce a successful result, while even after a commodity had an established place in the market "to be a short time out of the advertising was dangerous."

Reaches All the People. Speaking before the Watertown (N. Y.) Chamber of Commerce, L. B. Elliott of Rochester, N. Y., said concerning the newspapers: "When you advertise you want to reach the people, all the people, the oldest inhabitant, the man who moved to town yesterday, the young couple just married, the young man or woman who has just earned the first dollar and is itching to spend it; you want them all, the rich, the poor, from the cradle to the grave, and the only advertising medium that reaches them all, all the time, is the daily newspaper."

Satisfaction of Keeping a Dog. "I wonder why so many people insist on keeping dogs that are no good?" "Well," replied the proprietor of the village hotel, "I always keep a few dogs because it's a comfort to see 'em take their meals regular without kickin', even if they didn't pay any board."

ADVERTISING AN INVESTMENT

Give It the Same Study, Thought and Attention as Every Other Branch of the Business.

By Henry Nathan.

Advertising, if figured as a dividend-paying investment and an asset in good will, instead of a direct expense against your earnings, should have the same careful consideration that you give to the selection and purchase of your stock in trade.

Ask any sales manager what he considers his most valuable asset, and he will reply: "My advertising copy." If this is true, and experience has taught us that it is, then why not give the same time and consideration to this valuable asset that you would to your other investments in order to increase its earning power.

When you send your salesman into new territory, do you consider his salary, expenses and equipment a direct expense against the income of your firm or an investment that should bring you a certain percentage of actual profit in dollars and cents, besides a valuable asset in good will? You equip this salesman with the best samples of your products, you make his display as convincing, attractive and appealing as possible, you furnish him with a price list in which the selling price of every article is based not only on the actual cost of production, but on the selling investment (commonly called "selling expense"). What is the main object in view of all these preparations? To get the prospective customer interested in your line, to influence him, to convince him, to make him—buy.

Your advertisement is also sent out, whether it be through the columns of a newspaper, a magazine or a trade journal or in the form of a letter, circular, booklet or catalog. Its same objective point is the same prospective customer and it delivers the same message. Have you given the same amount of time, thought and study to the equipment and preparation of this representative as you did to your traveling salesman?

When a soldier is sent to the front to fight, he is equipped with the best ammunition obtainable to vanquish his opponent—to hit the mark. When your advertisement goes forth to battle, competition, is it equipped with the necessary ammunition of suggestion, conviction and sales force to rout competition?

The salesman throws his personality, his enthusiasm, his very life into his sales arguments. Do you live in your advertisements? Is the personality of your firm represented in every word of your advertising copy? Do you make your advertisements as suggestive, as appealing and as convincing as you expect your salesman to make his arguments?

You are convinced that your goods are as good, possibly better than those produced by any of your competitors; you believe you can give your customers better service; you are certain that your prices are the fairest consistent with the high quality of your goods. Have you ever taken the trouble to consider why your goods are the best, why your service is superior, why your prices are right? Because you have taken time and given thought to the consideration of the investment you made in your raw material, in your labor, in your equipment and in your systematic production of your products. Now that you have these goods for sale, is it not as important that you give the same thought to the proper investment of your sales organization? Is it not essential that to create a demand for your product, your advertisements must "hit the mark"?

The buyer does not always know what he wants, therefore your advertisement must tell him—must educate him. He wants to be told and is often willing to pay a premium to procure the right goods and to get the proper information about the goods he buys. Let your advertisements suggest to him the proper course to follow in the selection and purchase of his goods.

In other words, study your customer's wants, study the buyer's conditions and environments. Give as much time and thought to the preparation of your advertising copy as you do to the manufacture of your goods, and the installation of your equipment, handle it in as systematic a manner as you handle your highest salaried employees and your advertisements will prove a dividend paying investment bringing in dollars for every penny spent.

Judicious use of white space, strong borders, unique arrangement of borders and other expedients are adopted by advertisers in the efforts to make their displays attractive.

Is Best Protection. Advertising of the right kind is greater protection for an article than any patent ever granted. Almost every marketable article can be imitated, reproduced, substituted or infringed, but the one article in every line that is best known and best fixed in public favor is that which is best advertised, regardless of whether it is the original article of its kind or not.

Moral, Don't Stop. An old sportsman said: "It is commonly believed that fish do not bite so well when the wind is in the east (or the west—I forget which); but I have noticed that the fellow who kept right on fishing brought home the biggest basketful."

An English Point of View. A recent London police court case brought to general notice a new phase of the outdoor advertising evil. A constable found a man painting ads on a pavement, and charged him with "wilfully depositing paint upon the footway."

TOO FREQUENT.



Connie—Why did you quarrel with Dick?

Grace—Why, he proposed to me last night.

Connie—What of that?

Grace—Why, I accepted him only the night before.

A Settler.

Maud—Jack said when he proposed that he could give me only the necessities of life.

Ethel—And what did you say?

Maud—I told him that one of the necessities of my life was a husband who could supply me with the luxuries.

Free Blood Cure.

If you have pimples, offensive eruptions, old sores, cancer, itching, scratching, eczema, suppurating swellings, bone pains, hot skin, or if your blood is thin or impure, then Botanic Blood Balm (B.B.B.) will heal every sore, stop all itching and make the blood pure and rich. Cures after all else fails. \$1.00 per large bottle at drug stores. Sample free by writing Blood Balm Co., Atlanta, Ga., Department B.

Returning the Compliment.

Mrs. Faraway—I suppose you have forgotten that this is the anniversary of your wedding day?

Professor Faraway (abstracting himself from comic sections)—Eh? What? Dear me! Is it, really? And when is your's, dear?—Stray Stories.

Important to Mothers

Examine carefully every bottle of CASTORIA, a safe and sure remedy for infants and children, and see that it bears the

Signature of *Dr. J. C. Williams*. In Use For Over 30 Years. The Kind You Have Always Bought.

Hardened.

Scott—Is it true that Cooleigh is financially embarrassed?

Mott—He's fearfully in debt, but it doesn't seem to embarrass him much.

The next time you feel that swallowing

seniority, the sign of a sore throat, gargle Hamlin's Wizard Oil immediately with three parts water. It will save you days and perhaps weeks of misery.

A Brush With Mudam.

Artist—Madam, it is not faces alone that paint, it is souls.

Madam—Oh, you do interiors, then.—Boston Transcript.

Dr. Pierce's Pleasant Pellets first put up 40 years ago. They regulate and invigorate stomach, liver and bowels. Sugar-coated tiny granules.

There's one little satisfaction when a man falls sick, it makes his wife repent of her ill treatment of him. Don't work the game too often, however.

MILLIONS of FAMILIES are using SYRUP of FIGS and ELIXIR of SENNA

FOR COLDS AND HEADACHES, INDIGESTION AND SOUR STOMACH, GAS AND FERMENTATION, CONSTIPATION AND BILIOUSNESS, WITH MOST SATISFACTORY RESULTS.

NOTE THE NAME
CALIFORNIA FIG SYRUP CO.
IN THE CIRCLE
ON EVERY PACKAGE OF THE GENUINE

THE WONDERFUL POPULARITY OF THE GENUINE SYRUP OF FIGS AND ELIXIR OF SENNA HAS BEEN UNDISPUTEDLY MANIFESTED TO OFFER IMITATIONS. IN ORDER TO MAKE A LARGER PROFIT AT THE EXPENSE OF THEIR CUSTOMERS. IF A DEALER ASKS WHICH SIZE YOU WISH, OR WHAT MAKE YOU WISH, WHEN YOU ASK FOR SYRUP OF FIGS AND ELIXIR OF SENNA, HE IS PREPARING TO DECEIVE YOU. TELL HIM THAT YOU WISH THE GENUINE, MANUFACTURED BY THE CALIFORNIA FIG SYRUP CO. ALL RELIABLE DRUGGISTS KNOW THAT THERE IS BUT ONE GENUINE AND THAT IT IS MANUFACTURED BY THE CALIFORNIA FIG SYRUP CO. ONLY

NOTE THE NAME
CALIFORNIA FIG SYRUP CO.
PRINTED STRAIGHT ACROSS, NEAR THE BOTTOM, AND IN THE CIRCLE, NEAR THE TOP OF EVERY PACKAGE OF THE GENUINE. ONE SIZE ONLY, FOR SALE BY ALL LEADING DRUGGISTS. REGULAR PRICE 50c PER BOTTLE.

SYRUP OF FIGS AND ELIXIR OF SENNA IS ESPECIALLY ADAPTED TO THE NEEDS OF LADIES AND CHILDREN, AS IT IS MILD AND PLEASANT, GENTLE AND EFFECTIVE, AND ABSOLUTELY FREE FROM OBJECTIONABLE INGREDIENTS. IT IS EQUALLY BENEFICIAL FOR WOMEN AND FOR MEN, YOUNG AND OLD. FOR SALE BY ALL LEADING DRUGGISTS. ALWAYS BUY THE GENUINE

CALIFORNIA Fig Syrup Co

CABBAGE PLANTS EARLY HEADERS

Our High Grade Frost Proof Cabbage Plants are now ready for distribution. They are responsible to get any better or more reliable plants than ours, as we use nothing but the best seeds from old grow workmanship and the high grade leaders used, you would then understand why Dollar for Dollar I Guarantee My Plants to hold their own, look and sit better and grow longer than any other \$2.00, \$3.00 or \$4.00 plants you can buy.

You realize that my plants have been the standard for over 30 years, that I make and sell over \$2.00, \$3.00 and \$4.00 plants than any other manufacturer in the United States? Quality counts. It has made W. L. Douglas's shoes a household word everywhere.

CAUTION! Some agents without W. L. Douglas's name and price stamped on the bottom of the shoe, try to pass off cheap imitations. TAKE NO SUBSTITUTE. If your dealer cannot supply 75c worth of W. L. Douglas shoes, write to W. L. Douglas, 283 N. 3rd St., Minneapolis, Minn.

W. L. DOUGLAS

UNION MADE
\$3, \$3.50 & \$4 SHOES FOR MEN BOYS' SHOES, \$2.00, \$2.50 and \$3.00. BEST IN THE WORLD.

If I could take you into my large factories at Brockton, Mass., and show you how carefully "W. L. Douglas" shoes are made, the superior workmanship and the high grade leathers used, you would then understand why Dollar for Dollar I Guarantee My Shoes to hold their own, look and sit better and grow longer than any other \$2.00, \$3.00 or \$4.00 shoes you can buy.

You realize that my shoes have been the standard for over 30 years, that I make and sell over \$2.00, \$3.00 and \$4.00 shoes than any other manufacturer in the United States? Quality counts. It has made W. L. Douglas's shoes a household word everywhere.

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FREE ADVICE TO WOMEN

Women suffering from any form of illness are invited to promptly communicate with Mrs. Pinkham at Lynn, Mass. All letters are received, opened, read and answered by women. A woman can freely talk of her private illness to a woman; thus has been established this confidence between Mrs. Pinkham and the women of America which has never been broken. Never has she published a testimonial or used a letter without the written consent of the writer, and never has the Company allowed these confidential letters to get out of their possession, as the hundreds of thousands of them in their files will attest.

Out of the vast volume of experience which Mrs. Pinkham has to draw from, it is more than possible that she has gained the very knowledge needed in your case. She asks nothing in return except your good will, and her advice has helped thousands. Surely any woman, rich or poor, should be glad to take advantage of this generous offer of assistance. Address Mrs. Pinkham, care of Lydia E. Pinkham Medicine Co., Lynn, Mass.

Every woman ought to have Lydia E. Pinkham's 80-page Text Book. It is not a book for general distribution, as it is too expensive. It is free and only obtainable by mail. Write for it today.

This is Cyrus O. Bates, the man who advises Mother's Joy and George's Grease Liniment, two of the greatest things known to humanity.

Mother's Joy is a Pneumonia Cure and Never Fails.

GOOSE GREASE LINIMENT CURES ALL ACHES AND PAINS.

TAPE WORM WITH HEAD

Sure and quick removal guaranteed. 25c. Druggists. Theo. Midtich, 1633 Second Ave., New York City.

PATENT secured or fee returned. Free examination of records. MILLS, B. Street and 2nd St., Wash., D.C. 533 14th St., Washington; 200 Dearborn St., Chicago.